

Five Feathered Friends Pay Homage To Beijing's Inspiring "Bird's Nest" In New Global Coca-Cola Commercial

ATLANTA, July 2008 – Millions of people around the world will quickly become familiar with China's new and visually stunning "Bird's Nest" National Stadium during the Opening Ceremony for the Beijing 2008 Olympic Games. At the same time, television viewers will get their first look at a Coca-Cola commercial that pays tribute to the Olympic spirit, through a figurative bird's-eye view of this physical centerpiece of the Olympic Games.

Part of the global "Live Olympic on the Coke Side of Life" campaign, the new TV advertisement, aptly named "Bird's Nest," depicts the individual journeys to Beijing of five birds inspired by news that the Bird's Nest stadium is ready for the Olympic Games.

Before setting out from locations around the world, the birds determinedly – and often craftily – collect drinking straws from bottles and glasses of Coca-Cola for some inexplicable purpose. During their adventures, they dodge traffic and pedestrians, outsmart a watchful dog, and brave the elements and long distances to capture their straws and carry them to the host city of the Olympic Games. The spot combines live action with animation to dramatize the epic journey of the intrepid creatures winging their way to Beijing.

When they finally flock together, the five feathered friends use the straws to finish building their own version of the Bird's Nest – a miniature replica of the National Stadium – in a tree overlooking the iconic new structure. As they settle into their new, all-straw home to watch the fireworks and festivities taking place at the Bird's Nest stadium below, it becomes apparent the individual colors of the avian quintet also subtly match the colors of the five Olympic Rings.

"This simple story is an allegory for expressing the Olympic ideals of perseverance, determination and teamwork," said Kevin Tressler, director, Worldwide Sports and Entertainment Marketing, The Coca-Cola Company. "Inspired by the Olympic spirit, the birds show how amazing things can happen when one is determined to overcome obstacles and live positively. It's the same optimistic outlook and sense of coming together that is embodied in the Coke side of life – the positive side of everyday life that creates a better reality for our world."

The Coca-Cola Company

The Coca-Cola Company is the world's largest beverage company, refreshing consumers with more than 450 sparkling and still brands. Along with Coca-Cola, recognized as the world's most-valuable brand, the Company's portfolio includes 12 other billion-dollar brands, including Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, Powerade, Minute Maid and Georgia Coffee. Globally, we are the No. 1 provider of sparkling beverages, juices and juice drinks and ready-to-drink teas and coffees. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy the Company's beverages at a rate of 1.5 billion servings a day. With an enduring commitment to building sustainable communities, our Company

is focused on initiatives that protect the environment, conserve resources and enhance the economic development of the communities where we operate. For more information about our Company, please visit our Web site at www.thecoca-colacompany.com.

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